Africa Dairy Alternatives - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2017 - 2029

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Report description:

The Africa Dairy Alternatives Market size is estimated at USD 457.37 million in 2024, and is expected to reach USD 641.01 million by 2029, growing at a CAGR of 6.98% during the forecast period (2024-2029).

Supermarkets and hypermarkets witness a soaring sales growth fueled by enhanced diversity in dairy alternatives aisle

- Supermarkets and hypermarkets are the region's leading off-trade distribution channels for dairy alternatives in Africa. In 2022, volume sales of dairy alternatives across the supermarkets and hypermarkets sub-segment accounted for 50% of sales through off-trade channels. Sales through supermarkets and hypermarkets are anticipated to expand at a value of 23% during the period 2024-2027 to reach a market value of USD 272.28 million in 2027. Consumer preference for these channels is driven by seasonal offers, discounts on bulk purchases, and access to diversified products through a dedicated section of dairy alternative products.
- Convenience stores are the second most widely preferred off-trade distribution channels after supermarkets and hypermarkets to purchase dairy alternatives. The sub-segment accounted for a 36% share of the overall volume sales conducted through off-trade channels in 2022. The broader reach and easy access to private-label brands drive consumer preferences for traditional grocery stores over other retail channels. The sales value of dairy alternatives through convenience stores is anticipated to grow by 22% from 2024 to 2027.
- The sales of dairy alternatives through online channels are projected to record the highest growth in value, amounting to 49.5%, during 2023-2026. The increasing number of internet users influences the evolving role of online channels in dairy alternative product purchases. Internet use in Africa increased by 23% from 2019 to 2021. As of December 2021, the internet penetration rate in Africa was 43%. The increasing number of grocery delivery apps across key countries such as Egypt and South Africa is also anticipated to drive sales through online channels during the forecast period.

Rising inclination towards Veganuary options driven by South Africa's and Egypt consumers is fueling the market growth

- Egypt and South Africa were the major regional markets for dairy alternatives, collectively accounting for a 66% share of volume sales across Africa in 2022. The growing consumer inclination toward plant-based food and the consumption of dairy alternatives, such as plant-based milk and cheese, to meet the protein and essential nutrients needs are the key factors expected to accelerate the growth of the dairy alternatives industry across the region.
- In South Africa, dairy alternative sales are estimated to expand by a value of 23% during the period 2024-2027, reaching USD 273.6 million in 2027. The growth can be attributed to the increasing veganism in the country. South Africa is among the top 30 countries worldwide in terms of its vegan population. Over 30,000 South Africans have signed up for Veganuary since 2019. Plant-based milk, such as soy and almond milk, is highly preferred in South Africa. The per capita consumption of soy milk in South Africa is expected to reach 0.07 kg in 2023.
- Sales of dairy alternatives in the rest of Africa's regional segment are estimated to grow by a value of 22% during the period 2023-2026. Countries such as Algeria, Kenya, and Ghana are contributing to the growth of the regional segment. Most countries, including Ghana, Malawi, and Zambia, are expected to have over 98-100% of their population suffering from lactose intolerance by 2023. There have also been initiatives to support vegan food, which are fueling market growth. For instance, people in Uganda often contract infections from producing and consuming animal products. To avoid or reduce the consumption of animal-based products and increase the consumption of plant-based foods, Atlas Vegan Community started the first vegan school to protect children from zoonotic disease.

Africa Dairy Alternatives Market Trends

The consumption of dairy alternative products in Africa is increasing due to the growing vegan population, rising prevalence of lactose intolerance, and increased awareness of nutritional choices among consumers

- The consumption of different types of dairy alternative products in Africa has increased over the past few years due to the growing vegan population. For example, most South Africans are experimenting with the vegetarian way of life by cutting all dairy and meat out of their diet. Vegan exhibitions/trade shows and music festivals are being conducted in the country to promote a vegan lifestyle. Improved animal welfare and increasing government initiatives to strengthen this awareness are the other key factors boosting the consumption of dairy alternatives.
- The growing prevalence of lactose intolerance is another reason consumers switch to dairy alternatives. For example, in most African countries like South Africa, Angola, Cameroon, Ghana, Nigeria, and Uganda, more than 80% of the population faces lactose intolerance issues.
- Over the past few years, consumers in the region have become increasingly aware of their nutritional choices. Due to their busy lifestyles, their purchasing decision depends on the product's nutritional value, driving the demand for plant-based milk in the region. Consumers, especially those allergic to milk, are keen to consume plant-based milk products. Among the different plant-based milk, soy and almond milk held the majority share across the region in 2022. The per capita consumption of non-dairy butter is expected to increase by 1.21% during 2023-2024. The key motivations for consumers to adopt non-dairy butter are a concern for animals or sustainability, followed by a change in dietary habits. However, other dairy alternative product categories like yogurt, cheese, and ice cream are still in the nascent stage.

Africa Dairy Alternatives Industry Overview

The Africa Dairy Alternatives Market is fragmented, with the top five companies occupying 5.54%. The major players in this market are Blue Diamond Growers, Good Hope International Beverages (Pty) Ltd, Green Spot Co. Ltd, Juhayna Food Industries and The Kroger Co. (sorted alphabetically).

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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